

IVY NETWORK  
BALANCE SHEET  
APRIL 1, 1955

ASSETS

Cash in bank		\$2,320.59
Accounts Receivable - Trade		6,183.89
Accounts Receivable - Stations, U.P.		425.71
Office Equipment	\$191.07	
Reserve for depreciation	<u>19.10</u>	171.97
Prepaid Insurance		249.58
Statistical Discrepancy		44.60 ✓
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TOTAL ASSETS		\$9,396.34

LIABILITIES

Accounts Payable - Trade	\$ 100.10
Commissions Payable	591.87
United Press Payable	844.88
Station Time Payable	6,581.20
Withheld from Stations 7 @ \$75.00	525.00 ✓
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TOTAL LIABILITIES	\$8,643.05

OWNERS' EQUITY

7 Stations Equity Capital @ \$105.00	<i>Profit 612.29</i> \$ 735.00
Retained Earnings	<i>net to 100</i> <u>18.29</u>
TOTAL OWNERS' EQUITY	\$ 753.29
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TOTAL LIABILITIES AND OWNERS' EQUITY	\$9,393.34

*Profit?*

*Any Profit earned should be dispersed among member stations.*



IVY NETWORK  
PROFIT AND LOSS STATEMENT  
FEBRUARY 1, 1955 - APRIL 1, 1955

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Sales	\$8,394.89
Less - Agency Commission	1,301.82
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	\$7,093.07

Expenses:

Station Time	\$5,187.55
Commission	681.65
Travel & Selling	345.20
Telephone	206.28
Office Supplies & Exp.	137.13
Typing	121.50
Miscellaneous Expenses	155.15
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	\$6,834.46

Less:	
Last Year's Accrued Exp.	263.18
Reimbursements	43.78
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Total Expenses	6,527.50
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NET PROFIT	\$ 565.57
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EATON'S  
CORHABABLE  
JUNIOR SKIN  
BERKSHIRE



IVY NETWORK  
PROJECTED FINANCIAL PICTURE  
TO END OF BROADCAST YEAR, JUNE, 1955  
STATEMENT RENDERED APRIL 1, 1955

<u>Expected Revenue</u>		<u>Expected Expense</u>	
Lucky Strike	\$1,863.82	Station Time	\$3,528.35
Camels	1,970.25	Agency Commission	1,018.41
Old Gold	1,621.80	Sales Commission	577.10
Rheingold	876.00	Travel (to June 1)	450.00
N.Y. Telephone	176.25	Telephone	200.00
R.C.A.	--	Office Supplies & Ex.	75.00
Career	--	Typing	165.00
Budweiser	281.25	Miscellaneous	100.00
TOTAL	\$6,789.37	TOTAL	\$6,113.86

Expected Revenue	\$6,789.37
Expected Expense	<u>6,113.86</u>
Profit Accruing	\$ 675.51

DISPOSITION OF CURRENT OBLIGATIONS

Current Assets	\$8,930.19
Current Liabilities	<u>8,118.05</u>
Liquid Residue	\$ 812.14

Liquid Residue plus Profit Accruing	\$1,487.65
Repay loan 7 Stations @ \$75.00	<u>525.00</u>
LIQUID RESERVE	\$ 962.65